El Excentrico

Humberto Garcia

July 20, 1967



Club San Felipe 8th Anniversary Dance

Saturday, August 5 9 p.m. to 1:00 a.m.

Starlight Ballroom

GARCIA'S PRINTING

PUBLISHERS OF

EL EXCENTRICO MAGAZINE

UNMATCHED FOR QUALITY AND VALUE



be a WINNER!

WE SPECIALIZE IN

Commercial Printing

Social Printing

Wedding Invitations

Posters

Phone 292 - 4273

Our Man

HUMBERTO GARCIA

●●●

SENSIBLE PRICES

274 TERRAINE ST. SAN JOSE, CALIFORNIA



SANDOVAL - GARCIA

Francine Garcia, daughter of Mr. and Mrs. Marcus and Lorraine Garcia, exchanged wedding vows with Jose Estanislado Sandoval, son of Mr. and Mrs. Estanislado Sandoval, on June 11, 1967 at the Assembly of God Church in San Jose. Services were rendered by Rev. Chamoro at 3:00 p.m.

Reception was held at the I.E.S. Hall. Approximately 200 guests attended.

Francine was born in San Jose. Jose was born in Jalisco, Mexico. They plan to reside in San Jose. San Francisco was their honeymoon destination.

In photo from left to right: First row are; Toni Pizarro, Dolores Camacho, Kathy Madsen, Ethle Trimble, Veronica Martinez, Helen Pizarro; second row are; Ernie Bufanda, Art Vallejos, Robert Gomez, Robert Bufanda, best man, Debbie Martinez, maid of honor, Jim Trimble, Ernie Gritalva and Rudy Esquibel. Michael Gritalva, ring bearer, and Debbie Vera, flowers bearer.



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants, Shirts, Cummerbunds
Suspenders
and Accessories

$8.50

Daily 8 to 6:00 p.m. Mon. Thurs. Friday 'til 9
Sunday by Appointment.

Ida's TUXEDO RENTAL

CY 2 - 9102 380 S. First St.

Tina's COSINA

MEXICAN & AMERICAN FOOD



ORDERS TO GO

BEER & SOFT DRINKS

OPEN 7 DAYS

JUANITA
MARTINEZ, Prop.

Tel. 286 - 8726 983 S. Bascom Ave.

Ideal BARBER SHOP

Anuncia su Cambio
de DIRECCION

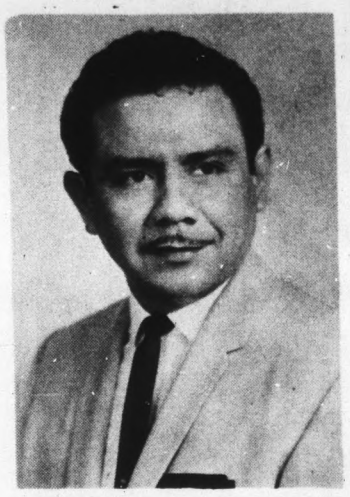
38 N. Market St.

Tel. 295 - 2688

Corte de Pelo $2.00



Sebastian Hernandez - Al Grijalva



CLUB San Felipe

Candy Veliz

It is not too early to get your bid for the Club San Felipe Anniversary Ball. The date is August 5th. Time 9:00 p.m. to 1:00 a.m., the place is the fabulous Starlight Dance Hall with (3) big parking lots for your convenience.

Andy Flores and his orchestra will provide the music. THE BEST. Bids are $5.00 per couple. If you want one, see any Club San Felipe Member. Remember that this is an optional dinner dance - prime rib, $4.00 per person - if you want to join us for dinner let us know in advance. Won't you help us celebrate our anniversary we love to have you join us in this unforgetable evening. There will be a surprise show!! Bailamos!

THE THIN LAMENT

I wrote to song a thought that came to mind, never thinking that the crown the eye it had on mind - that freedom of the press we have - is just a dream, A to Y makes it seem. So now thin is all confused, first you put him there and then you turn him loose. The Moral:

En que quedamos por fin me quieres o no me quieres.

Robert Rodriguez can solve this riddle. Can You?

If you are a male you are welcome to the San Jose GI Forum stag B.B.Q. at the Senter Road Park on Saturday, July 22. Have fun and help the Forum get ahead. Boys lets start making points so that they can let us go. See you there!!!

If you know of a family in distress, the United Food Drive is ready to provide food. The man to call is Mr. Hillard Payer at: 286-1386. Hillard es chicanito con el nombre gabacho. Real cool cat.

Club San Felipe wishes to express their condolence to the Peña Family in the loss of their beloved one Mr. Albino Peña.

Congratulations to Irene Montoya she celebrated her birthday in July with a nice party at El Patio. Number 17.

Gama Guevara a single man again. My pal is going to set a record. He's on a-gain off again, marriage is something else.

If your Club or organization is having a dance or any other function let me know in advance and I will print it so that maybe we won't have conflicts.

Below is a photo of our two lovely queens. Incoming Queen Cristina Cadena and outgoing Luisa Pantoja. They are accompanied by two Club San Felipe members, Raul Chapa and Amador Urabazo. The preparation of the Club San Felipe Ball was the main topic of conversation.



(continued next page) .....

Grandes Especiales en todos sus Departamentos

Crown SUPERMARKETS

Productos MEXICANOS de PRIMERA Calidad
A Los Precios Mas Bajos de Plaza!

SE HABLA ESPAÑOL
Se Cambian Cheques
del trabajo y Welfare
con identificacion propia

TRATO CORTES
Aire Acondicionadas
Estacionamiento
GRATUITO.

CROWN da la Bienvenida a todas las personas de habla Hispana

PORQUE SIENTE QUE LA COMUNIDAD MEXICANA MERECE COMPRAR EN LAS MEJORES TIENDAS.

CROWN DA ESTAMPILLAS EASY
Y REDIME CADA LIBRO
Por $2.00 (dos dolares)

MUCHAS PERO MUCHAS OTRAS ESPECIALES

MASA PARA TAMALES QUESITOS PATITAS de PUERCO y RES

CABEZITAS de PUERCO y BORREGO MENUDO (Fresquestto)

HARINA LA PIÑA FRIJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10 SUNDAY 10 TO 9

Crown SUPERMARKETS

1580 ALMADEN ROAD	1371 KOOSER ROAD	2858 ALMADEN ROAD
2889 SENTER ROAD	3475 McKEE ROAD	COMING SOON Winchester & William Road

Siempre No Hubo Boda

That is Victor Vazquez and Ginger Hanson didn't get married - better luck next time, Vic.

Delma Garavajal has moved into her own apartment. Grown up heh!

Mike Hermosillo and Combo packing them in at the Quite Village.

Pearlita Lucero making a comeback in the intertainment world. This is great, all she has to do now is learn new songs.

Pixie Molina has turned down more proposals that Tommy Mansville has accepted.

Sugar Zamora went on a two day trip to L. A. and he brought back more stories than Ripley puts in a Sunday paper.

I saw the cartoon below in a magazine and I thought a reprint would bring a chuckle.



"We're playing mothers and fathers
Herbie is the other man "

Finis
Candy

El Excentrico

VOLUME 18, No. 18 JULY 20, 1967

Humberto Garcia — Publisher - Director
Bert Garcia — General Manager
Mary Rogers — Stenographist
Manuel Fernandez — Production Manager

American G I Forum — Richard Diaz
Club San Felipe — Maria de la Luz Sanchez
Club Riviera — Daniel Saldaña
Club Zanzaree — Catalina Barragan
Robert Rodriguez — Mario Vasquez

El Excentrico is published semi - monthly on the 5th and 20th of every month. Signed opinions and ideas expressed in this publication are not necessarly those of it's management or sponsors.

EXCENTRICO PUBLISHING CO.
292 - 4273 274 TERRAINE ST.
SAN JOSE, CALIFORNIA 95110

Jess Izquierdo **GARAGE**

Taller de Mecanica Mexicano

Complete TOWING SERVICE



ENGINE REBUILDERS
Valve Jobs - Reboring
Overhaul - Tune up - Brakes
Generators
Todo Trabajo Garantizado
Bank AMERICARD

258-1781 17 SUNSET AVE.

MANUEL MORALES presenta ...

TARDEADAS - Domingos

GRANDIOSAS
ATRACCIONES
MARIACHIS - ARTISTAS
ooooo
Programa de Radio a control remoto por Radio KOFY con Jesus Reyes Valenzuela



Calles 12 y Keys

Parque Paseo de las Flores

MADAM *Zora*

ADIVINADORA



Posee Gran sabiduria para ayudarle en todos sus Problemas
SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO

CY 5-6210 144 S. 2nd. St.

Simon's Beauty Salon

Salon de Belleza Mexicano

Permanent Wave

PRECIO COMPLETO.

$5.00

Las MEJORES ESTILISTAS en
El Norte de California

Corte de Pelo - Estilo - Pintura - Plateado

NO NECESITA CITA.



Teddy

Abierto: Lunes a Sabado de 9:00 a.m. a 9:00 p.m.
Domingos de 9:00 a.m. a 5:00 p.m.

SERVICIO COMPLETO de BELLEZA

Tel. 295 - 5391 **32 S. Market St.**

A. R. A.

La Asociacion Recreativa Azteca Inc.

se complace en invitar a Ud. y a su apreciable

familia a el

Banquete y Baile

que celebrara con motivo de su

Cuarto Aniversario

El Sabado 29 de Julio de 1967

Carnet musical a cargo de

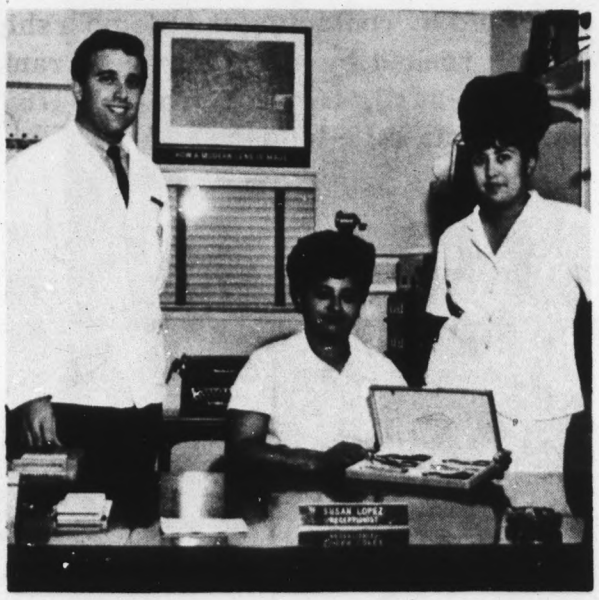
Kiko Morales y su Orquesta

Semi . Formal

Banquete 6:00 a 8:00 p.m.

Baile 9:00 p.m. a 1:00 a.m.

Admision $2.50 por persona



En la foto el Dr. Lawrence Stern y las atentas recepcionistas Annette Obeso y Susana Lopez.

Dr. LAWRENCE STERN

OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le forece
una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS
Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

CY 5 - 4805 **67 S. FIRST ST.**

NEW MEXICO CLUB CELEBRATES ANNIVERSARY



Left to right: Mrs. Frank Merino
Mr. Frank Merino, President
Mr. Frank Garcia, Vice - Pres.

photo by Richard Diaz.

The New Mexico Club celebrated its first anniversary on May 27, 1967, at an installation dinner at Mario's Smorgasbord Restaurant in San Jose, followed by a dance at the I.E.S. Hall in San Jose.

After enjoying a delicious dinner at Mario's the Club members heard an inspiring talk by their guest speaker, Mr. Joseph Sarzoza, EOC Director for the Gilroy area and Chairman of the new San Jose Chapter of the American G.I. Forum. Mr. Sarzoza was accompanied by his charming wife.

Master of Ceremonies Baltazar Martinez installed the new officers for the coming year as follows: Frank Merino, President; Frank Garcia, Vice-President; Rose Romero, Secretary; Albert Lardizabal, Treasurer; Chano Trujillo, Sergeant-at-Arms; Representative - Ray Bernal, San Jose; Steve Garcia, Santa Clara; Frances Gonzales, Cupertino - Campbell; Guillermo Gonzales, Sunnyvale; Art Bernal, Mt. View; Louis Dominguez, E. Palo Alto, Palo Alto; Felix Garcia, Gilroy - Hollister; and Savino Medina, Hayward, Fremont, Milpitas.

A highlight of the evening was a surprise and moving presentation of a trophy to Frank Merino given by the Club in appreciation for his efforts in founding the Club. After the dinner, the members departed to the I.E.S. Hall where a grand time was held at a dance with music by El Conjunto del Valle. Door prizes at the dance were donated by The Pink Elephant Market.

The New Mexico Club is a social club composed of former New Mexico residents, their families and friends. From an initial membership of twenty members the club now enjoys a membership of over 130 members in the short period of one year. During the past year the Club has held two successful dances, a picnic and New Years Eve party. The Club has various functions planned for this year. Further information on the purposes of the Club and requirements for membership can be obtained by contacting the Membership Committee, headed by Co-chairmen Frank Garcia (286-5421), Dan Romero (259-2765) and Steve Garcia (243-1410).



Weddings in Living Color



Our Man



Bert Garcia



WEDDING PHOTOGRAPHY

292-4273

274 terraine street san jose, california

AMERICAN G I FORUM

RUBEN AVELAR

The state convention is now past history. The San Jose Chapter won the Outstanding Chapter Award. Coming up next is the National Convention in Denver, Colorado in August. Last year the San Jose Chapter had one of the larger turnouts for the Convention at San Diego, let's hope they do the same this year.

Speaking of get togethers, the San Jose Chapter's Stag Bar-b-que will be held on the 22 of July. Mark your calenders and be sure to come. Plenty of food and drink and a chance to exchange tall tales and discuss campaign strategy for the "Big One" at Denver. Don't forget July 22, at Center Road Park, San Jose at about 2:00 p.m.

The LULAC's just concluded their National Convention in Phoenix, Arizona on June 24. About 2000 delegates were in attendance. Some of the main speakers were Governor Jack Williams, ex-governor Goddard, and Dr. Ralph Guzman. Dr. Guzman, from UCLA, was the keynote speaker. His topic being on leadership and the necessity of the middle class Mexican American to accept the responsibility of leadership instead of turning their backs on their less fortunate Mexicans after they have "made it".

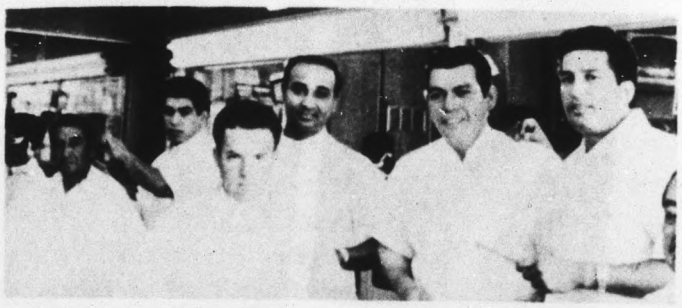
Dr. Guzman also discussed the progress of the "Huelga" on the lower Rio Grande Valley and the involvement and brutality of the Texas Rangers. As Dr. Guzman put it, there's plenty of Mexican American blood in the Texas Rangers, on their boot heels that is!

At a panel discussion on the SER Project, George Roybal, Director of SER, stated that the Regional Office, now in Albuquerque, N.M. will be moved to Los Angeles.

The Phoenix SER Office is now open and doing business. They seem to be making good progress. Their offices are spacious and plenty of parking space is available. Two things I noted, which I hope SER officers here will consider. There is no public transportation to the office and it is rather isolated. An applicant wanting to use the office will have to go by private car, bum a ride, or take a taxi. The other item is that they will be working normal working hours, 8:00 to 5:00 p.m. Shouldn't an office like SER be open in the evenings and Saturdays so that working people have an opportunity to make use of it.

Don't forget the Bar-b-que on July 22, at Center Road Park.

Post St. Barber Shop



RALPH HERNANDEZ announces to all his friends that he is now at this location

295-9661 89 POST STREET

Cleaners Special



3 Sweaters $1.25

3 Plain Skirts $1.25

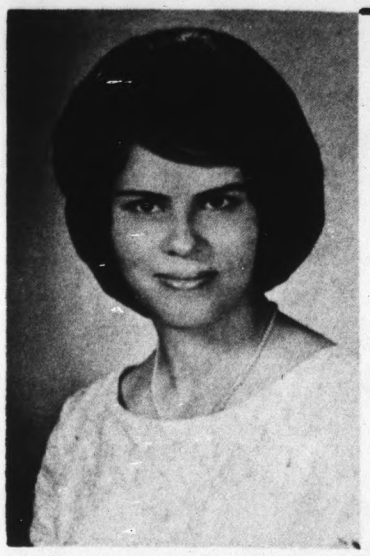
Free Pick Up & Delivery

Antonio Valerio, Prop.

20th Century Dry Cleaners

CY 4-2176

24th & E. Santa Clara Sts.



JULIETA
Es originaria de San Luis Potosi, Mexico.
Con 8 años de residencia en esta ciudad. Curso sus estudios en ambas partes.

Sr. J. Jesus y Sra. Julia Gomez
participan a Ud. el enlace de
su hija

Julieta

con el Señor

Antonio J. Lopez

Y tienen el honor de invitar a Ud. y a su apreciable familia, a la ceremonia religiosa que se verificara el Sabado 12 de Agosto, a las 12:00 del dia, en la Iglesia de la Santa Cruz, situada en las calles 12 y Jackson.

San Jose, California 1967



ANTONIO
Es procedente de Michoacan, Mexico.
5 años de residencia en San Francisco.
Hizo sus estudios en su tierra natal.

Palm GARDENS



Sammy Lopez, Virgina Simonini, & Rocky Lopez will prepare your favorite Hi-Ball.

LATIN MUSIC *Dancing* **Friday, Saturday, & Sunday**

WE CASH PAYROLL CHECKS

NO COVER CHARGE

Open 7 days a week - 9:00 a.m. to 2:00 a.m.

CY 7 - 6936 **Cor. 6th & Jackson**

La Rosa PHARMACY



Maria La Rosa. Prop.

Nos Especializamos en Recetas

Preparadas Exactamente como su medico indique
FREE DELIVERY S. & H. GREEN STAMPS
MEDICINAS MEXICANAS CABELLINA etc.
Laboratorios D'FRANCIA

CERRADO LOS DOMINGOS

CY 4-5030 **56 W. Santa Clara St.**



FOTOGRAFO
de las
ESTRELLAS...

292-3294

RICHARD DIAZ



Club SAN FELIPE'S ANNIVERSARY
DANCE
Saturday, August 5, 1967
9:00 p.m. to 1:00 a.m.
featuring

ANDY FLORES and his ORCHESTRA

STARLIGHT BALLROOM

Donation $5,00 per couple

In photograph appears lovely Cristina Cadena Club SAN FELIPE 1967 QUEEN, Band Leader ANDY FLORES and 1966 lovely Queen Miss LUISA PANTOJA.
Andy is giving the girls a few pointers on how to play the BONGOS.

All the girls whose picture appears in this photo have won a FREE PASS to the RAINBOW BALLROOM Contact Mr. FRANK DAVILLA.



BH Furniture Discount House

82 E. SANTA CLARA SAN JOSE CORNER OF THIRD STREET

Spanish TV SHOW

CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.
SEE OUR WONDERFUL
WEEK END SPECIALS !



HANK COCA



GIL COCA



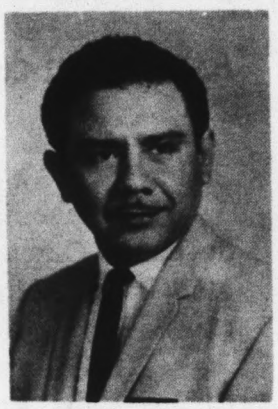
JOE SANCHEZ



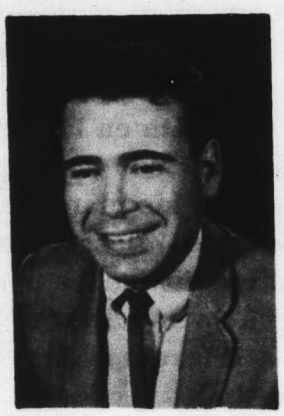
PHIL RODRIGUEZ



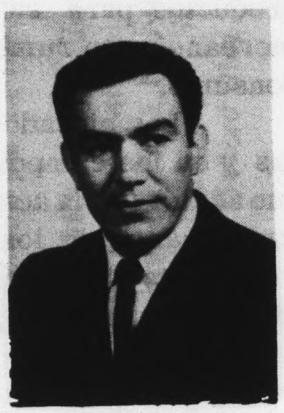
HENRY NAVARRO



CANDY VELIZ



HECTOR ESPARZA



PETE ROJAS

NOW 7 LOCATIONS

TO SERVE YOU !

1975 Mission St.	SAN FRANCISCO
7134 E. 14th Street	OAKLAND
2130 El Camino	SAN MATEO
836 E. Sonoma Blvd.	VALLEJO
607 E. Market St.	SALINAS
82 E. Santa Clara St.	SAN JOSE
1501 Broadway St.	FRESNO

CUPON **10%**

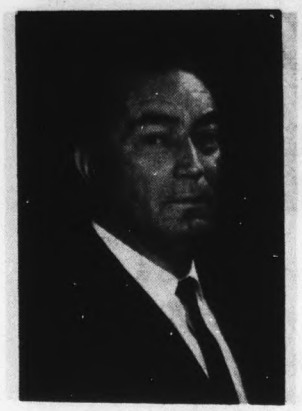
Descuento

Al presentar este ANUNCIO con la compra de $69.00 o mas

RECORTE ESTE ANUNCIO y AHORRE

USE OUR LAYAWAY PLAN
Easy Credit Terms

82 E. Santa Clara St. 297 - 9486 San Jose



Daniel Saldaña

CANERIAS

Empezó la temporada de la fruta en las plantas empacadoras del Condado. Como todos los años, "las canerías" han abierto sus puertas y han empezado a correr por las bandas sinfin que impulsan potentes motores, las frutas de la estación, la cereza, el chavacano, luego vendrá el durazno y la pera, después el tomate, etc. etc.

Se encuentran por las calles y carreteras los pesados transportes, cargados de productos para su elaboración, o llenos de mercancía con rumbo a diferentes centros de consumo.

Los piscadores trabajan en las huertas y en los campos recolectando la cosecha que acelerará la actividad en las plantas empacadoras y en los caminos. Desgraciadamente este año, según la opinión de los entendidos en la materia, será un año de poca actividad porque debido a diferentes factores se ha perdido gran parte de los productos que se procesan en las empacadoras del Condado.

Los diarios han informado del porcentaje de pérdida que ha habido o que se espera tener en las huertas o campos de producción. Esta situación se refleja inevitablemente en la economía de la Ciudad de San José y del Condado de Santa Clara; gran cantidad de trabajadores se ayudan para nivelar su presupuesto con el dinero que ganan en esta temporada, dando por resultado que si no trabajan, porque sus servicios no son necesarios, o solamente trabajan cuatro o seis horas al día, su poder adquisitivo, disminuye, haciendo con esta merma de ingresos que las ventas de mercancías bajen en la misma proporción. Este es un problema por el cual no se puede culpar a nadie, mas bien es un fenómeno, que aún perjudicando a todos no se puede remediar.

El agricultor no recibe el dinero recibido en años normales, las empacadoras no pueden trabajar en toda su potencia ni de maquinaria ni de fuerza humana, el trabajador no recibe la cantidad de dinero que poco mas o menos recibe cada temporada y el comercio resiente en el volúmen de sus ventas.

Cuando se presenta un fenómeno de esta naturaleza, en el que nadie tiene la culpa más que los fenómenos admosféricos, lo único que se puede hacer es capotear el temporal y esperar que vengan tiempos mejores.

Periodistas Especializados de la Republica Mexicana

La Asociación de Periodistas Especializados de la República Mexicana, llevó a cabo un baile en el Sainte Claire Hotel de San José el Viernes 30 de Junio.

Durante el baile, el Sr. Sergio García y García hizo entrega de pergaminos a varias personas distinguidas de la localidad.

El Sr. García ha recopilado material informativo que publicará en una edición especial de el periódico "El Mundo", en la Capital Azteca.

Asociacion de Charros del Condado de Santa Clara

La asociación de Charros del Condado de Santa Clara, celebró su baile de coronación de su Reina Rafaela I en el Hotel Sainte Claire de San José, el primero de Julio.

Se dieron cita a este baile el club de Charros los Amigos, y los Charros de San José de Guadalupe.

A la Coronación de la Sta. Rafaela Martínez, Rafaela I estuvieron presente la Sta. Patricia Navarro, Patricia I Reina de la Comisión Honorífica Mexicana Inc. y la Sta. María Cabazos, María I Reina de el G I Forum de Santa Clara.

La popularísima orquesta de Los Pepes llenó el carnet musical. El Mariachi Los Abajeños de Isidro Rivera, presentó algunos números.

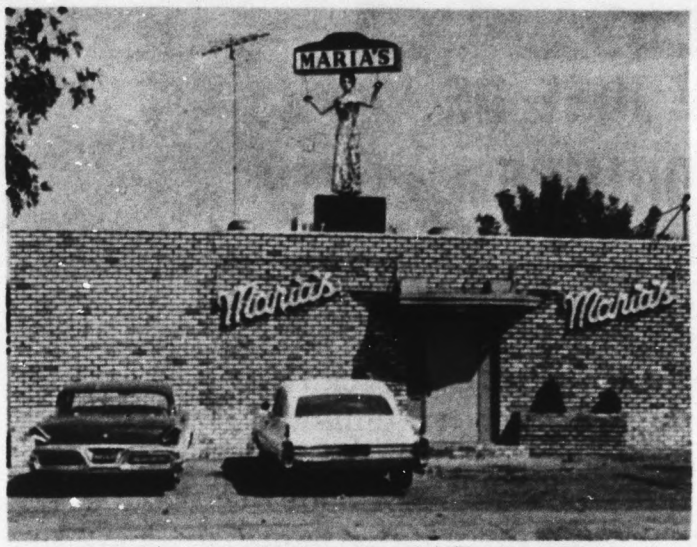
Fué un baile con un sello auténticamente Mexicano.

Let it be known you have something to sell, Advertise dial 292-4273

Maria's
COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante

Better than Ever !



DANCING

FRIDAY & SATURDAY

The Best Combo in the Bay Area

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

CY 5 - 9872 **728 N. 13th St.**



AMOR en PRIMAVERA

Con inmenso placer presentamos a nuestros estimables lectores a esta simpatica pareja compuesta por los jovenes

YOLANDA TORRES procedente de Nuevo Mexico y quien recientemente celebro su dia de Santo y al caballero JESSE NAÑEZ originario de Zacatecas, Mexico.

Photo Richard Diaz.

Coronado's BEAUTY SALON



En la grafica la atenta propietaria
ANGIE CORONADO.

Especialistas en ESTILO y PINTURA de PELO

Permanent Wave

$ 5 .00 COMPLETE PRICE
Tuesday and Wednesday
(ONLY)

ABIERTO de Lunes a Viernes
de 9:00 a.m. a 6:00 p.m.

SABADOS de 9:00 a.m. a 9:00 p.m.

292 - 0055 **17 SOUTH 4th ST.**

SEGUIRE TUS PASOS

EN MARAVILLOSOS COLORES



FRAY JOSE DE GUADALUPE

(JOSE MOJICA)

SINOPSIS:

Emiliano Reyes, que llegó a Perú con un grupo de charros mexicanos, después de perder a su esposa se quedó en el país con su hijito José María. Pero el que fuera honorable caballista juega ahora con ventaja sobre sus adversarios, se cambia de nombre constantemente pues ya es conocido como fullero y, a falta de una, da al niño tres "madres". José María pide a su padre que, por una vez, corra a "Lucero" sin hacer trampas. Accede el padre y gana una buena cantidad, mas en la noche son asaltados por unos bandidos que matan al padre y se roban a "Lucero", salvándose el niño con la guitarra en la que estaba oculto el dinero ganado..

Un carretero recoge al niño y lo lleva con el sacerdote del pueblo cercano. La vida insegura que ha llevado y el trauma del asalto hacen del niño un semisalvaje. Insiste ferozmente en que su padre no ha muerto y cuando lo convencen de ello sólo habla de encontrar y matar a los asesinos. El pobre sacerdote -que resulta ser también mexicano y llamarse igualmente José María- y el sacristán, Fulgencio, hacen un humanísimo esfuerzo de bondad y paciencia y van adaptando al pequeño a la moral cristiana y haciendo que prescinda de su pistola, tarea en la que son ayudados por el médico del pueblo.

En tan tensa situación surgen detalles chuscos con la llegada de Josefa, una de las "madres" de José María y después de Candelaria, otra falsa progenitora. Sucesivamente, ambas hacen una admirable escena de amor maternal, y las dos investigan ávidamente por el dinero que saben llevaba Emiliano. A ambas comediantes, y con ayuda del sacristán, el niño responde con otra comedia que hace huir a ambas.

El sacerdote tiene problemas: la iglesia está en estado ruinoso y no tiene fondos para arreglarla. Al enterarse, el niño saca el dinero que tenía oculto en su inseparable guitarra y se lo ofrece a su protector, no sin asegurarle que lo ganó su padre honradamente. El cura se niega al principio, pero es tanta la insistencia del pequeño que al fin lo acepta bajo ciertas condiciones. Se hacen las reparaciones de la iglesia cuando llega la tercera "madre" del niño, pero ésta, casada con un agricultor honrado y de buena posición económica, no pretende más que adoptar a José María. El sacerdote toma en cuenta el ofrecimiento y promete convencer al niño, pero éste se niega rotundamente.

El sacerdote es trasladado a un pueblo insignificante de la sierra. Comprende las penurias que pasaría el niño a su lado y quiere obligarlo a que se vaya con su "madre" Teresa, más José María huye del pueblo causando la consternación de todos, pues se ha hecho querer verdaderamente.

Cuando el sacerdote oraba en su nueva paupérrima iglesia aparece José María y se arroja en sus brazos. El niño sólo quiere retener la ternura que se le dió tan generosamente.



GRADUATE

NORBERTO MENDOZA
Graduated from Theodore Roosevelt Jr. High
On June 15, 1967
LEITER STUDIO.

Jo - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

$6.95

SUNDAYS OPEN
by appointment
Only 10 to 4:00 p.m.



JOSEPHINE MONTECINO

Open Mon. Tues. & Wed. 9:00 to 6:00 p.m.
Thurs. Friday, Saturday 9:00 to 7:00 p.m.

Josephine Montecino - Margaret Vasquez

Corner Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.

ASEGURANZA

VIDA - MEDICA
ANNUITIES

Ray Flores

Para servirle a la
Comunidad Mexicana

The Prudential Insurance
Company of America
915 N. Bascom Avenue
Tel. 248 - 3235
Residencia 246 - 6636



AL'S *Barber Shop*

ESPECIALIDAD en RAZOR CUTS

BARBERIA LATINA

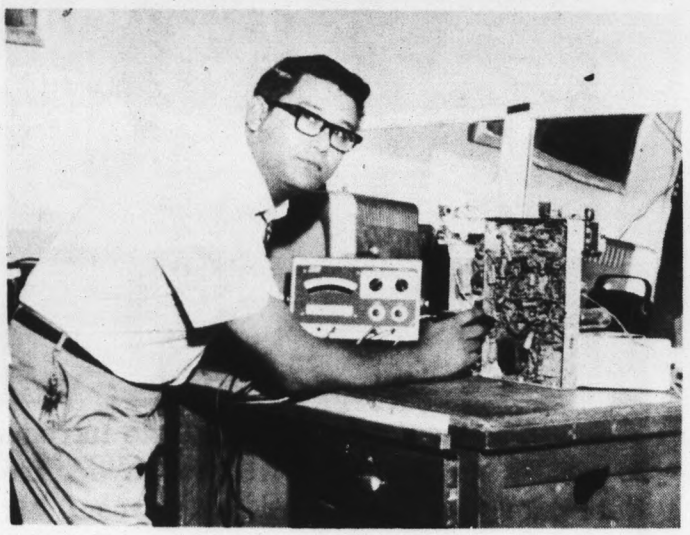
ABIERTO DIARIAMENTE
De Martes a Sabado de
9:00 a.m. a 6:30 p.m.

AIRE Acondicionada !
AL MENDEZ, Prop.



293 - 9894 884 E. Santa Clara St.

Frank's Radio & TV



FRANK ZAMORA, Prop.
TV & HI - FI SERVICE - Phonographs
Car and Home Radios - Custom Work
ANTENNA INSTALLATION
Used TVs from $9.95 up
1st NATIONAL - BANK AMERICARD

Servicio de Reparacion y Venta

CY 2 - 9205 349 WILLOW ST.



Club Riviera

CHRIS HENRY

First of all I'd like to say welcome home to my brother John N. Hines, who just came home from Viet Nam. I thank the good Lord who made it possible for him to be with his family again. Jan were you comfortable last Sunday? Too bad I didn't take a snap shot. Sure fooled you huh?

The Club Riviera dance was a good turn out. It could of been better, but due to the 4th of July week-end, most of the people went out of town. I do want to thank Bert Flores for all the hard work he has done. And of course the club too. Next year we hope to have a better one.



The next couple I'd like to introduce to you is Mr. and Mrs. Hillard Payer, from Nebraska now living here in San Jose. Mrs. Payer is a devoted housewife and Hillard works for Bonanza. You may be handsome Hillard, but I know your not 29.

SPORTS

Sometime next month Rivieras' team will be playing Tracy. This is usually done every year. We alternate every year, so its Tracy's turn to come to San Jose. Naturally we play for beer and have dinner for them and have a merry-ole-time. So it will be good to see you Tracy folks over.

HOT - HOT - HOT

Everybody is complaining about the hot weather. Nobody is ever satisfied. But I do have a good suggestion. Why don't you go to Ben's Hancock Service Station on Monterey Road and fill that tank up and go to Cuatro Milpas in Milpitas and have a nice cold bottle of beer.

This is to my friend Dan B. What are you going to do now? Your favorite spot burned up?

VACATION TIME

Looks like its vacation time for most people. I'd like to suggest that Hillard Payer go to the White House. Maybe he and the President might have something in common.

Dee Payer and Vivian Ramirez go to Mexico and watch the Bull Fights since they like to holler so much.

Ron Henry and Frank Kawakami go to Africa and hunt for something bigger than a Moose.

For your wedding invitations drop by

EL EXCENTRICO Office

274 TERRAINE ST, San Jose, Calif,

Reduzca

REDUCING REDUCING

Ya es tiempo de que Ud. se Adelgase

Si quiere ser el centro de ATRACCION tiene que REDUCIR Y ADELGASAR

Informese HOY MISMO como puede conseguir una Figura Normal y Esbelta.

Tenemos programas especiales para tratar los diversos tipos de obesidad o sea para reducir de peso y gordura.

ENTREVISTA ABSOLUTAMENTE GRATIS !

Los Martes y los Jueves de 9:00 a.m. a 1:00 p.m.

Julian Perez

FISICO TERAPEUTICO Rebecca Perez Asistente

332 VINE STREET

San Jose, California

Telefono 292 - 2960

Reyes Realty

NO DOWN G I BUYERS, Easy Payments PHONE ME

FHA - VA Repossessed Homes, From $300 DOWN	$13,000
WILLOW GLEN, 4 BEDROOM, FRUIT TREES	$17,500
CAMBRIAN, 3 Bedrooms, 2 Baths, $700 DOWN	$18,500
6 BEAUTIFUL APARTMENTS $8,000 DOWN	$49,500
8 MONEY MAKING APTS, SANTA CLARA	$57,500
60 ACRES on " LITTLE UVAS CREEK ROAD "	$33,000

FREE RENTAL SERVICE, OWNERS AND TENANTS



Oficina: 295 - 7781 **Res. 266 - 2411**

1437 W. San Carlos St. **San Jose**

RALPH L. REYES
REALTOR - APPRAISER



Mariachi San Miguel
Los Tres Ases
Hnas. Hernandez

Con inmenso placer presentamos a nuestros lectores un recuerdo de la gran caravana artistico que se presento en los terrenos de la feria el 4 de Julio bajo los auspicios de la estacion de radio KAZA fungiendo como maestro de ceremonias y promotor el Sr. Lalo Caballero.

fotografia RICHARD DIAZ.

Please Remit: $2.99

El Excentrico

Check ( ) or Money Order ( )

for one year's subscription to EL EXCENTRICO Magazine (24 ISSUES).

292-4273 • 274 Terraine St. • San Jose, California 95110

NAME _____

ADDRESS _____

CITY _____ ZIP _____ STATE _____

SUBSCRIPTION BLANK Calif's Oldest Mexican-American Publication

Sinopsis



"Maria de La Noche"

Maria M. (LIBERTAD LEBLANC) -- beautiful and seductive at an early age had been drawn into a life of vice. To Yuyo (GLORIA GUZMAN) an old, and fading professional. Maria is only a beginner who needs advice and protection that only her experience can offer.

Maria understands that the world can offer an opportunity for a different life, and she dreams that some day she will find a man who sees her tenderness and kindness in her soul. The men that the girl meets in her path are only attracted by her physical charms. First is the wicked sponger who uses her with promises of luxury and wealth to conceal his intention to exibit her. Then comes Antonio, young and wealthy, who is a rous whose life is the unending pursuit of pleasure. Through him, the girl meets Santiago, a modest painter who, from the first moment is able to see that behind the cold face, Maria hides a sweet innocent soul. Santiago, and Maria are secretly attracted to each, but they are not able to show their feelings in the cruel reality of their lives.

Time passes and one night Maria meets Antonio again who is on a spree with a group of his friends. Together with Yuyu, the girl accepts to go to a party, which turns out to be a wild orgy of alcohol and madness. After having been ruthlessly jested about Maria and the painting that Santiago had made of her, the boys beat and brutally attack the woman.

Badly hurt Maria is unable to walk back and Yuyu shouts desperately for help. This is the way Jose Ignacio enters Maria's life. When he picks them up in his car, he takes them home. Jose becomes so interested in the girl that he devotes all his attention to her and sends the necessary money to attain her complete recovery. His perserverance and devotion transforms Maria, who now sees that her dreams of happiness and true love have come true. Jose offers her the start of a new life in a different place, and after an intense struggle within herself, Maria accepts Jose, without thinking that the greatest disolution still awaits her. The kind man who was able to make her fall in love turns out to be a vulgar trafficker who has fooled her with the purpose of throwing her into the arms of an old man. The girl manages to leave the place and overcome by grief and deception walks aimlessly until tired and sick, ends up at Santiago's place, the only man that had been able to read the virtue locked up in her soul, to give her comfort and to soothe her hurt.

George
GOMES
Realty

INSURANCE ALL TYPES
SE HABLA ESPAÑOL
COMMERCIAL LOT on STORY ROAD
$24,000, Payments like rent, $110, Make Offer

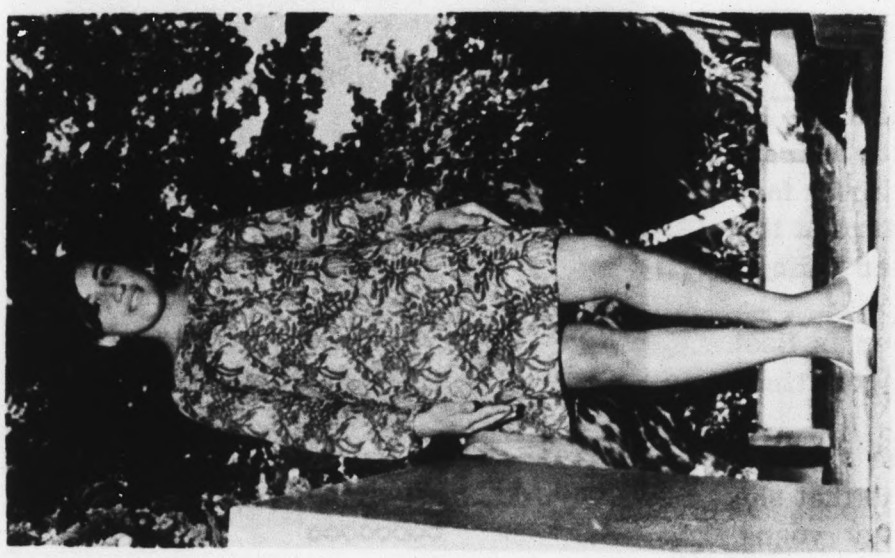
3 BEDROOM HOME $9,500 $1000 DOWN

"SU PROPIEDAD ES SU MEJOR SEGURIDAD"

2194 Alum Rock Ave. 259 - 2020



Daniel B. Boone, Bob Zamora, George Gomes, Louis Gonzales, Herman R. Alvarez



CANDIDATE for QUEEN 16th of SEPT.
FIESTA

Auspices Comite Mexicano, Civico Patriotico
Pro Becas de San Jose, California

Miss Susana Gonzalez, daughter of Mr. and Mrs. Roberto Gonzales, is one of the candidates running for the 16 of Sept. Fiestas Patrias Comite Civico Pro Becas de San Jose. Susana is going on her second year in High School. She will be attending James Lick High School.

Photo by Richard Diaz.

Charles **Auto Repair**

Tune - Up Brakes Ignition Service
Motor Overhaul

Obtenga 15% Descuento

EN TODO TRABAJO DE REPARACION !
Mencionando este Anuncio !
Abierto de 8:00 a.m. a 5:00 p.m.
Sabados 8:00 a 12:00 del dia

293 - 2042 27 E. William St.



Carlos Rios, Prop.



Club Zanzaree

MARCE MORA

First of all I'd like to say Happy Birthday to someone very special and it's none other than Arnulfo Delgado. Mr. Delgado celebrated his birthday on July 8th. He is the Empresario of The Balconades and Newark Ballrooms and many others. May he have many many more.

WHAT'S NEW AROUND TOWN

Seen Benjamin Gutierrez of Radio K. P.E.R. walking in crutches, sorry to hear he had a serious operation. We wish him a fast recovery. Haven't seen Irene Navarro at the dances, lately. Where have you been hiding, Irene???

Mrs. Caballero (was chosen as Best Dressed of the year) is having a goodtime and still looking her best.

Had a chat with lovely Maria Aguirre of Maria's Club, all I can say is that she looks very lovely and can sure stay young looking. (Como le ases, Maria)????

Seems no one knew that Connie Garza, had talent in singing. Connie sang all afternoon with the famous singer Hector Gonzales DE LOS TRES ASES. All I can say is "Te Aventates, Connie". Hector is a very charming person to know, and I wish him and his partners a lot of success. Hope to see them very soon, again, Right Connie?????

Everybody found out what good cooks Lydia, Sally and Olga really are at a picnic not too long ago. They sure won't let any man starve. Las Felicito muchachas!

La Golondrina planning to make a trip to Mexico very soon. I'd like to wish her lots of success it couldn't happen to a nicer girl.

Gracie Castaneda seems to be the happiest woman alive. Even though she might have problems she is always smiling, singing, etc. Keep it up, Gracie, if there wasn't people like you around what would we do at our saddest moments.

The following picture is of Mr. and Mrs. Marcello Saulcido of Santa Clara. Mr. Saulcido suffered an illness and was hospitalized for some time. Mr. and Mrs. Saulcido would like to thank everybody who remembered him. Mr. Saulcido received telegrams, cards, flowers, calls, etc., from all over, Mr. Saulcido is a very active man and well liked by everybody. He is very active in The American Legion Post #10, he is Vice-Pres. of Comite Pro-Becas and belongs to many more organizations. We are happy to know that he has recovered.



Mr. and Mrs. Marcelo and Antonia Saucido

oooooooo

A Night to Remember with Club SAN FELIPE

Club San Felipe presents it's 8th Anniversary Dance, Saturday, August 5, 1967 from 9 to 1:00 p.m. The Starlite Ballroom has been chosen for this special occassion and it's located on the corners of Notre Dame and Carlyle Sts. in San Jose. The bids are only $5.00 per couple. Lovely Cristina Cadena will reign as queen. Also, all the clubs present, will have their queens there. May, I give you my readers some advice? Well, don't miss this big event, you can't go wrong. You, can admire all the pretty queens, dance all you want and nevertheless you can see all your friends there. San Felipe has always presented nothing but the best. So, we hope to see you there. Last but not least Andy Flores and his orchestra will furnish the music. BAILAMOS?????

(continued next page) .....

Los Majestics ORCHESTRA

The MAJESTICS are very fast becoming popular in the Bay Area. Were winners at Battle of the Bands in 1965. Played from Los Angeles to Oregon on Tour Latin Music and Rock 'N Roi!. They purchase all their wagons from Tino Mendoza at Bob Coyle Chevrolet.



Left to right: Tino Mendoza - Sales Dept. Bob Coyle Chev. Cenovio Balderrama, Rod King, Carlos Herrera - Leader, Robert Herrera, Mel Garcia, picture taken at Bob Coyle Chevrolet.

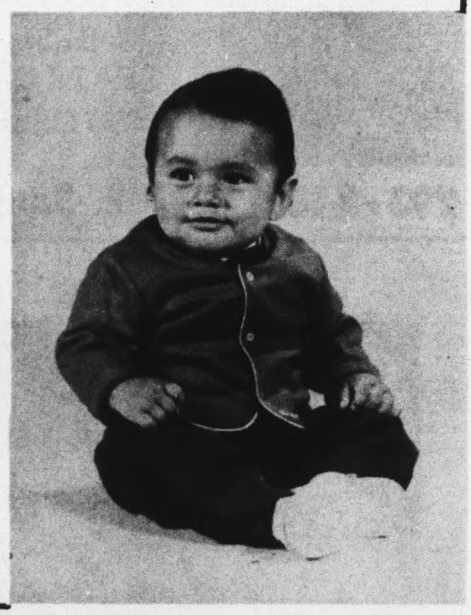
CHEVROLET
BOB COYLE

New Cars - New Trucks
Used Cars - Used Trucks
TINO MENDOZA
Sales Department
Tel. 286-9500
1730 North First Street



BONNIE CABALLERO
6 mos. - Born in San Jose
Parents:
Gilbert and Gloria Caballero

LEITER STUDIO



NICK CELIO
Born in San Jose
Parents:
Socorro and Jane Celio

Arturo's Quiet Village
Dance
Thurs. Friday, Saturday & Sunday
La Deliciosa SUZY le servira su bebida favorita
THE BEST LATIN MUSIC IN SAN JOSE
THURSDAYS: SPECIAL PRICES for the LADIES
COME WHERE THE ACTION IS: GO-GO GIRLS Monday, Tuesday, Wednesday
SUNDAY'S from 4:00 to 8:00 p.m.
Art (Alaska) Lopez. Owner
286 - 5010 950 S. First St.



Joe Padilla, Paul Ramirez, Frank Espinoza and Bob Gutierrez should go on a big boat and fish for a whole year. Right?

Juanita Padilla and Jean Kawakami go to Las Vegas and win some money.

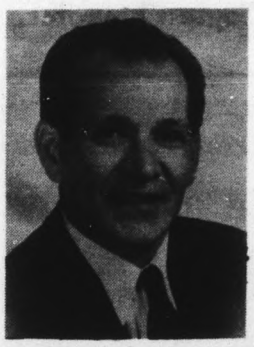
Al and Gloria Rodriguez follow all baseball games. Wouldn't you like that Gloria?

Joyce Gutierrez, Babe Espinoza and Chris Henry go to Hawaii. Wouldn't we look cute in a bikkini?

Well, who ever is going on a vacation I do hope you have a very good time.

La Elegancia

BARBERIA MEXICANA



JOHNNY TORRES, Prop.
Anuncia a todos sus clientes amistades y publico en general su nueva direccion.
En Seguida del
TEATRO ESQUIRE
ABIERTO los DOMINGOS

293-3486 1183 E. Santa Clara St.

LAS CAZUELAS



CARMEN
GONZALEZ, Prop.

La Mejor en Comida Mexicana

ABIERTO SIETE DIAS de LA SEMANA
7:30 a.m. a 12:00 p.m. Los Viernes y Sabados de 7:30 a.m. a 3:00 de la madrugada.

El MENU mas Variado y Autenticamente Mexicano en todo el NORTE de CALIFORNIA.

297 - 2067 735 The Alameda
Tel. 297-6370 30 S. SECOND ST.



SILVER JUBILEE

A Banquet was held in the honor of Rev. Peña June 24th at Bellarmine Prep. College on the day of his SILVER JUBILEE.

In photo: Rebecca Perez, Father Jose A. Peña, S.J. and Physical Therapist Julian Perez.

CONGRATULATIONS Father PEÑA.

Agencia de CASAS





Blanca y Jose J. Alvarado
Asuntos de INMIGRACION
Traducciones - Notario Publico

Tenemos toda clase de propiedades de Venta en diferentes distritos al alcanze de todo bolsillo
Visite nuestras oficinas.

NUEVA OFICINA DE

Jose J. Alvarado

297 - 1339 1190 E. Santa Clara St.

QUALITY HOMES AND DESIGN

For Property Owners Who Plan to Build

VIVIHABILIDAD CALIDAD INTEGRIDAD

FROM **2 BEDROOM** **$ 8,195 .00**

TO **4 BEDROOM** **$ 11,295 .00**

Mission Trail Builders

SAN JOSE 241-6636 **1137 CAMPBELL AVE.**



Moises Navarrette
Building Consultant
Tel. 251-4712

IRMA SERRANO "La Tigeresa de la Cancion Ranchera" y el popular Locutor de Radio ENRIQUE FLORES



Irma como todo mundo sabe es una gran cantante de Ranchero, artista de cine, radio y television se presento en compañia de Jose Alfredo Jimenez el dia 4 de Julio en los County Fair Grounds de esta ciudad. Enrique Flores es un prominente locutor de Radio KOFY.

Foto Richard Diaz.



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

Saturday, General Admission $1.00

Arrive Before 9:00 p.m.

Beat the Clock !

SUNDAY

LADIES **.50¢**

GENTS **$1.50**

Arrive Before 3:00 P.M.

Marriages



MONTIJO - HERNANDEZ

Miss Rosie V. Montijo, daughter of Mr. & Mrs. Jose and Anita Montijo, became the wife of Alfonso V. Hernandez, son of Mr. and Mrs. Santos and Candida Hernandez, on April 15, 1967 at the Most Holy Trinity Catholic Church in San Jose at 12:00 p.m.

The couple plan to reside in San Jose.

The reception was held at the I.E.S. Hall in San Jose. Approximately 100 guests attended.

In picture from left to right: Roy Hernandez, Frank Nieto, Sally Montijo, Rosie Montijo, Alfonso Hernandez, Frances Montijo, maid of honor, Manuel Fernandez, best man, Anita Escubido, Edward Estrada, Boni Jordan, Jr., ring bearer, and Lucy Hernandez, flowers bearer.

Sandoval - Mora

Mr. and Mrs. Steve Sandoval
Mr. and Mrs. Jose Mora
request the honour of your presence at the marriage of their daughter and son

Rebecca and Jesse

On Saturday, August 12, 1967 at 2:00 p.m. at the Five Wounds Church.

San Jose, California



REBECCA originates from Brighton, Colorado, has resided in San Jose for the last 21 yrs. Attended Healds Business College, presently employed by Markovits & Fox Steel Co.

JESSE hails from Fresno, California, has resided in San Jose for 4 years. Attended Pittsburg, High School. Employed by R.C. Refinishing appliances.

Dr. Noe Arrazate, D.C.

PRACTICA GENERAL

HORARIO: 3p.m. a 7p.m. (Cita Anticipada)

Consultas en ESPAÑOL e INGLES

ENFERMEDADES de SEÑORAS y NIÑOS

Accidentes de Trabajo, Automobilisticos, etc.

TELEFONO DIA Y NOCHE

CY 5-8870 443 W. San Carlos

Sandoval Rest Home



CASA de RETIRO
para ANCIANOS
que reciben Old Age
Pension o Ayuda del Welfare

Excelente Ambiente !
Dietas Adecuadas !
El Mejor Trato y Cuidado

Sra. Isabel Sandoval, Prop.

Tel. 297 - 1721 300 S. 22 St.

Guerrero's Bookkeeping Service

Pago Semanal de Empleados

Reportes de Impuestos al Estado y Federal

●●●



Arreglamos Asuntos de Inmigracion

NICK H. GUERRERO

Notary Public

Micas Perdidas - Traducciones - Registros
Certificados - Cartas de Poder - Documentos
Notarizados y Income Tax

(Frente a la Escuela ROOSEVELT)

TEL. 297 - 2079 944 E. Santa Clara St.



María de la Luz Sánchez

●

NUEVA CONVOCATORIA

El Comité Méxicoamericano pro Monumento a Kennedy en San José, nuevamente se está dirigiendo a todos los simpatizadores de la obra del Monumento en memoria del gran Presidente norteamericano Campeón de la Democracia y Defensor de los Derechos Humanos John F. Kennedy.

Sin saber, como es natural, lo que a esta hermosa, justa y noble empresa reserven los avatares de la vida, ignorantes de la suerte final del magno proyecto, ya que esto como todo depende de la voluntad de Dios y de la ayuda moral y económica que de todos necesitamos y que a todos pedimos, queremos de nuevo poner ante la consideración del público estos puntos primordiales que suplicamos se consideren detenidamente:

PRIMERO: Cabe a la ciudad de San José, la indiscutible honra de ser la primera ciudad no solo de California, sino del mundo entero en que se pensó honrar la memoria del Presidente Mártir. Esto es fácilmente comprobable viendo la fecha en que se habló a las autoridades de San José para darles a conoçer el concebido proyecto: Noviembre 29 de 1963.

SEGUNDO: Aunque el proyecto, como todos los de su índole, es costoso, máxime cuando se desea dotar a nuestra blanca y bella ciudad de una verdadera obra de arte, una ínfima cooperación de todos los mexicanos y simpatizantes del gran Presidente victimado, haría posible que se erigiera el monumento sin que nadie se sacrificara. Se ha dicho y se ha repetido hasta la saciedad, pero no está por demás repetirlo de nuevo: si todos los mexicanos por nacimiento o por ascendencia que vivimos en el Condado de Santa Clara, y en el Norte de California, donáramos CINCUENTA CENTAVOS, para el monumento, este podría ser erigido de inmediato; pero para alcanzar el éxito apetecido, sería necesario que TODOS respondieran, que TODOS cooperaran.

TERCERO: Los integrantes del Comité pro Monumento a Kennedy en San José, hemos probado nuestra acrisolada honradez ante las autoridades competentes y por eso se nos renovaron los permisos para la colección de fondos, por tal razón todos los que quieran cooperar pueden estar seguros de que sus fondos iran realmente al fin al que se les destina. A mayor abundamiento por cualquier cantidad entregada, entregamos nosotros recibos con cuyo duplicado nos quedamos para constancia. No puede, pués, haber la menor duda sobre la honradez y limpieza de los manejos de los fondos colectados.

CUARTO: Urge colectar la mayor cantidad en el menor tiempo posible, a fin que el monumento se levante pronto y nuestra raza y nuestros esfuerzos demuestren que los mexicanos no nos avenimos a los fracasos derrotistas.

QUINTO: De nuevo suplicamos a nuestros enemigos y gratuitos detractores, que por lo menos se obstengan de lanzar ataques y diatribas al Comité y de criticar sus esfuerzos. Los enemigos gratuitos y los ataques absurdos y sin fundamento, han sido siempre la piedra de toques de las empresas nobles, grandes y buenas; pero en nuestro caso, al menos por la grandeza del proyecto, que llévese o no a efecto, (Esto depende de la ayuda que se nos dé), significa nuestro amor y nuestra veneración al inolvidable Presidente que supo comprendernos, y a quien tanto amamos los mexicanos, si no ayudan no estorben por caridad.

A mas de una concienzuda consideración de estos puntos, suplicamos una vez mas su ayuda económica. No niegue dar su ayuda a cualquier miembro del Comité que previamente se identifique como tal y presente a usted su autorización para pedirle ayuda. No es a nosotros, a quienes ayuda o se desdeña en este caso; es el decoro y el buen nombre de nuestra estirpe siempre generosa y bien dispuesta para apoyar las causas nobles y bellas; es la sangre, la bendita sangre mexicana que corre por nuestras venas, la que se enaltecerá y pondrá en alto su calidad humana, al dar honor a quien honor merece; es el México de ayer, de hoy y de siempre representado por sus buenos hijos del extranjero unificados en pagar su deuda de gratitud y de amor, al gran Apóstol de los derechos del Hombre.

Si con todo, y a pesar de todo, Dios bendice nuestros trabajos y la obra se realiza felizmente, el triunfo será para México y para los mexicanos. ADELANTE.

Gloria's Hair Fashions



Gloria Young

COMPLETE BEAUTY SERVICE

SPECIALS: INTRODUCTORY OFFER

Exclusive Hair Coloring

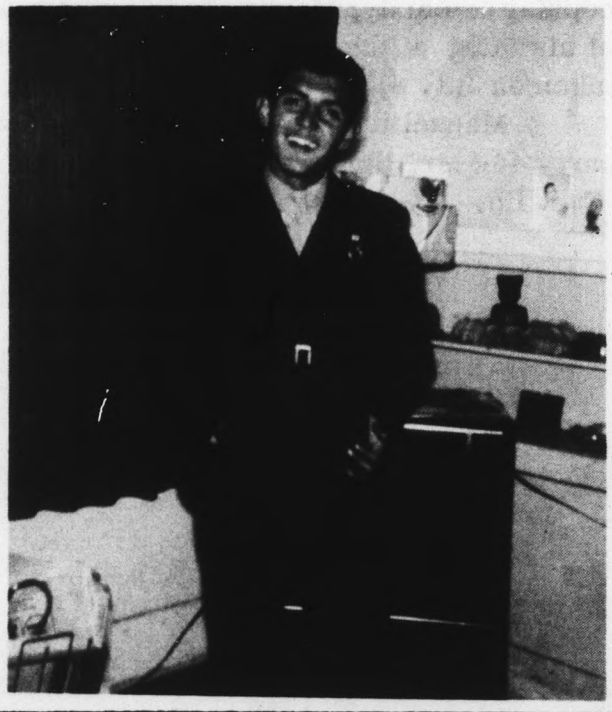
Tint Touch Ups	**$7.50**
Bleach & Toner	**$12.50**

OPEN 9:00 to 9:00 WEEKDAYS

CLOSED SUNDAYS

286 - 8651 **1184 E. Santa Clara St.**

ON LEAVE FROM ARMED FORCES



Pfc. Alex E. Lopez, the son of Mrs. Ofelia Esparza, after completing three weeks of Sniper School at Camp Pendleton Marine Corp. Base, was home on a 20 day leave.

While he was home he announced his engagement to Yolanda Sanchez. They plan to marry next August when he returns.

On July 4, he left to Viet Nam, where he will be serving his country for the next 13 months. He is now stationed in De Nang.

His family and friends wish him luck and a safe return.



DON la Encantadora GAY y ART le atenderan con toda cortesia.

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Silk & Wool 1 Button CONTINENTAL SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats
Pendelton Shirts

Abierto los Lunes, Juev.-Vier.
hasta las 9:00 p.m.

Art Martinez

First National
and
Bank of America
Chg. Plans

CY 3-3236 **290 S. FIRST ST.**

EL JILGUERITO de la Cancion Ranchera and Fans,



El Jilguerito de la Cancion Ranchera, popular celebrity, Manuelito poses with some of his fans, at the Azteca Hall for a picture, taken on July 8, 1967.

Manuelito was attending a dinner dance party for Mr. Henry Castillo, given by Mrs. Castillo.

In picture from left to right: Gloria Jasper, Helen Ramirez, Alice Lemos, Jilguerito, Elidia Gonzalez, Connie Bueno and Irene Garcia.

Photos by Richard Diaz.

Mr. HENRY CASTILLO celebrates BIRTHDAY

Mr. Castillo in center with grand child in arms surrounded by his spouse and family was the object of a BIRTHDAY PARTY held at the Azteca Hall. MANY HAPPY RETURNS of THE DAY !



Pink Elephant Mkts

Mercados Para Los Latinos

Complete Line Of Mexican Food



TODOS TRATAN de IMITARNOS pero SOLAMENTE HAY
UN ELEFANTE COLOR DE ROSA PARA UD.

Compre toda su Provision en los Mercados que verdaderamente le ECONOMIZAN DINERO Ud. AHORRA, Ud. GANA !

CARNE FRESCA - MENUDO - TRIPITAS de LECHE Etc.

ELEFANTE COLOR DE ROSA

Open Until 12:00 p.m.

Fruits & Vegetables at Farm Prices

HYDE PARK PINK ELEPHANT market

PINK ELEPHANT market

400 S. KING ROAD
259 - 9902
SAN JOSÉ, CALIF.

1098 N. FIRST ST.
293 - 9843
SAN JOSE, CALIF,

3379 EL CAMINO REAL
Tel. 296 - 9545
Santa Clara, California

TEATRO LIBERTY

CY 7 - 1456 — 67 S. MARKET ST. — San Jose, California

Tony De Maria
Gerente

EL TEATRO DE LOS *(Premiere)* ESTRENOS



" RULETERO A TODA MARCHA "
Lalo Gonzales PIPORRO

Se Exhibiran el Domingo 30, Lunes 31 de Julio y Martes 1ro. de Agosto



" CADA NOCHE UN AMOR "
Sarita Montiel